

# FOLKWAYS

## CHAPTER I

### FUNDAMENTAL NOTIONS OF THE FOLKWAYS AND OF THE MORES

Definition and mode of origin of the folkways. — The folkways are a societal force. — Folkways are made unconsciously. — Impulse and instinct; primeval stupidity; magic. — The strain of improvement and consistency. — The aleatory element. — All origins are lost in mystery. — Spencer on primitive custom. — Good and bad luck; ills of life; goodness and happiness. — Illustrations. — Immortality and compensation. — Tradition and its restraints. — The concepts of "primitive society"; "we-groups" and "others-groups." — Sentiments in the in-group towards out-groups. — Ethnocentrism. — Illustrations. — Patriotism. — Chauvinism. — The struggle for existence and the competition of life; antagonistic cooperation. — Four motives: hunger, love, vanity, fear. — The process of making folkways. — Suggestion and suggestibility. — Suggestion in education. — Manias. — Suggestion in politics. — Suggestion and criticism — Folkways based on false inferences. — Harmful folkways. — How "true" and "right" are found. — The folkways are right; rights; morals. — The folkways are true. — Relations of world philosophy to folkways. — Definition of the mores. — Taboos. — No primitive philosophizing; myths; fables; notion of social welfare. — The imaginative element. — The ethical policy and the success policy. — Recapitulation. — Scope and method of the mores. —

Integration of the mores of a group or age. — Purpose of the present work. — Why use the word "mores." — The mores are a directive force. — Consistency in the mores. — The mores of subgroups. — What are classes? — Classes rated by societal value. — Class; race; group solidarity. — The masses and the mores. — Fallacies about the classes and the masses. — Action of the masses on ideas. — Organization of the masses. — Institutions of civil liberty. — The common man. — The "people"; popular impulses. — Agitation. — The ruling element in the masses. — The mores and institutions. — Laws. — How laws and institutions differ from mores. — Difference between mores and some cognate things. — Goodness or badness of the mores. — More exact definition of the mores. — Ritual. — The ritual of the mores. — Group interests and policy. — Group interests and folkways. — Force in the folkways. — Might and right. — Status. — Conventionaliza-

tion. — Conventions indispensable. — The "ethos" or  
group character;  
-Japan. — Chinese ethos. — Hindoo ethos. — European ethos.